



# User-Centered **Design**



## User-Centered Design Overview

**Karel Vredenburg**

IBM UCD Architect & Corporate Champion

make **IT** easy™

© Copyright 1999, 2001, 2002 International Business Machines.  
All rights reserved.

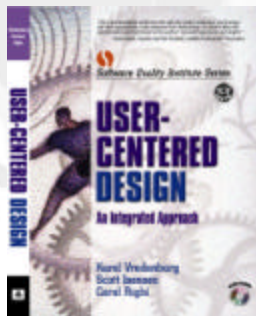
**IBM**®

# User-Centered **Design**



## What is IBM User-Centered Design?

"An approach to designing ease of use into the total user experience with products and systems. It involves two fundamental elements – multidisciplinary teamwork and a set of specialized methods of acquiring user input and converting it into design."



Vredenburg, K., Isensee, S., and Righi, C. (2001).  
User-Centered Design: An Integrated Approach  
Prentice Hall. ISBN 0130912956

make **IT** easy™

# User-Centered **Design**



## Transformation



### **Traditional Approach**

Technology driven  
Component focus  
Limited multidiscipline cooperation  
Focus on internals architecture  
No specialization in user experience  
Some competitive focus  
Development prior to user validation  
Product defect view of quality  
Limited focus on user measurement  
Focus on current customers

VS.

### **UCD Approach**

User driven  
Solutions focus  
Multidisciplinary team work  
Focus on externals design  
Specialization in user experience  
Focus on competition  
Develop only user validated designs  
User view of quality  
Prime focus on use measurement  
Focus on current users and customers

make **IT** easy™

# User-Centered **Design**



Ease of Use

## Total User Experience

through

1 principles

2 processes

3 and tools

make **IT** easy™

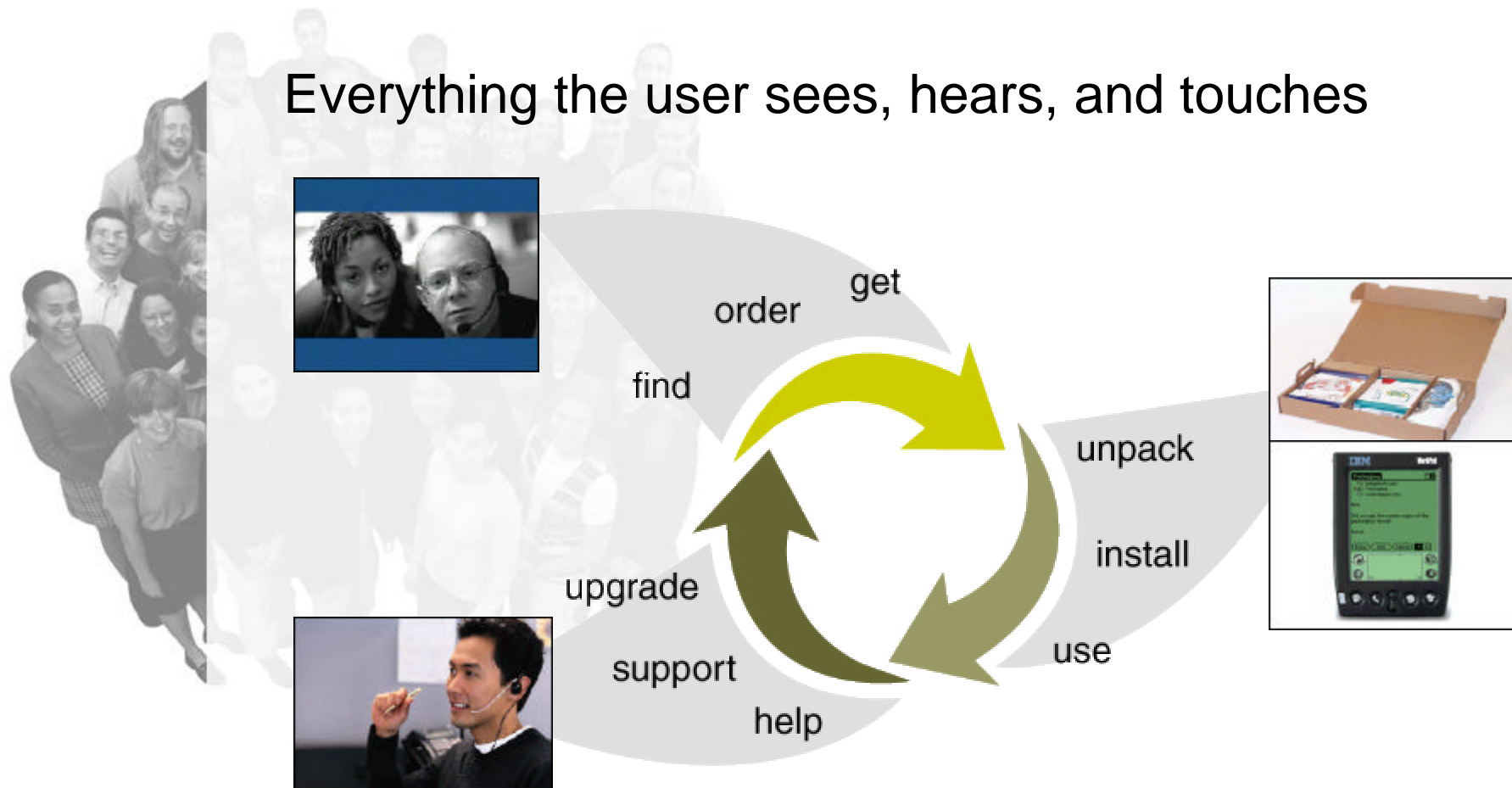


# User-Centered **Design**



## The Total User Experience

Everything the user sees, hears, and touches



make **IT** easy™



## UCD Principles

### 1. Set Business Goals

Determine the market, users, and competition to target is central

### 2. Understanding Users

An understanding of the users is the driving force behind all design

### 3. Design the Total User Experience

Everything a user sees and touches is designed together by a multidisciplinary team

### 4. Evaluate Designs

User feedback is gathered often and drives product design and development

### 5. Assess Competitiveness

Competitive design requires a relentless focus on the competition and its customers

### 6. Manage for Users

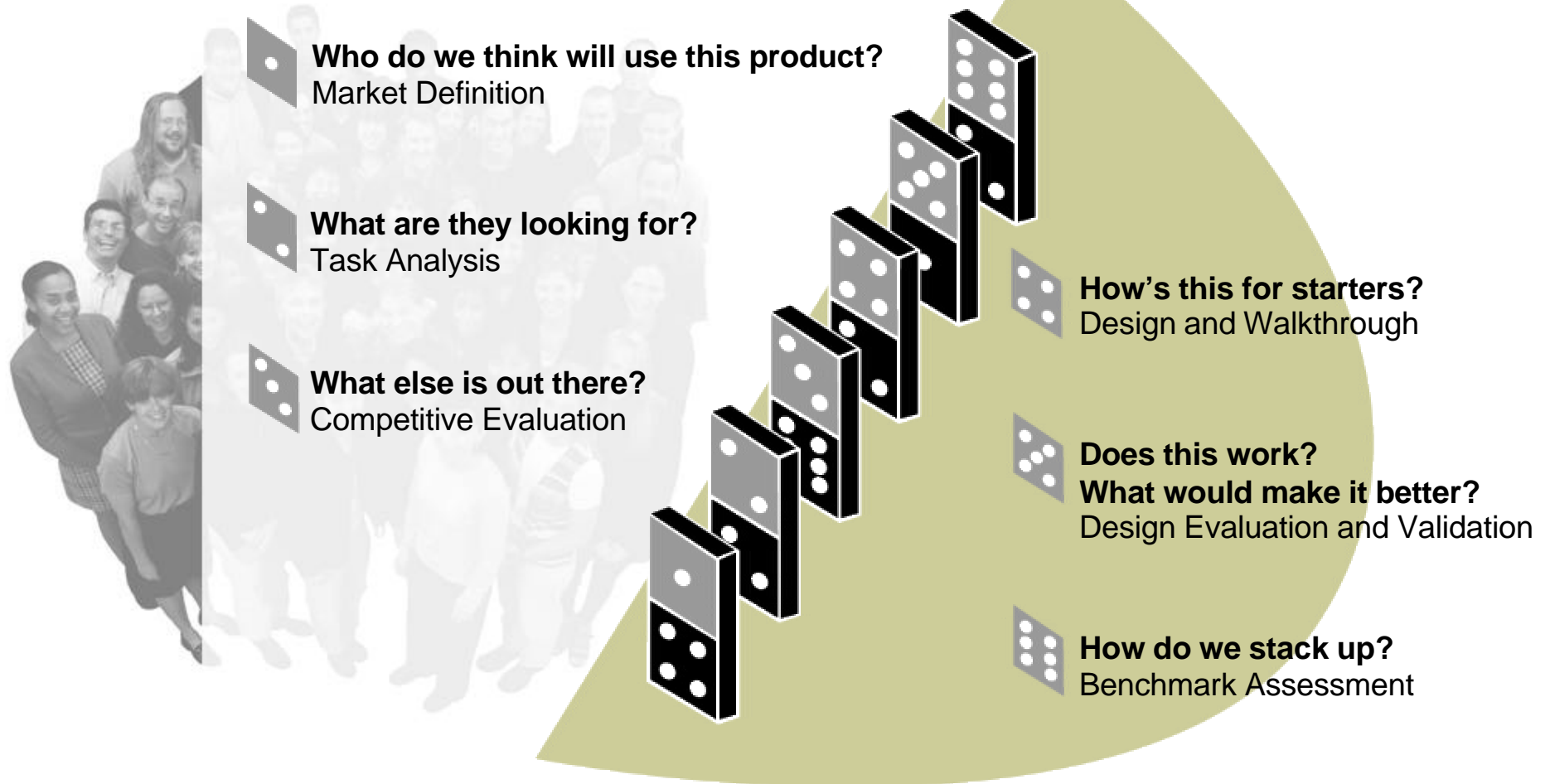
User feedback is integral to product plans, priorities, and decision making

make IT easy™

# User-Centered Design



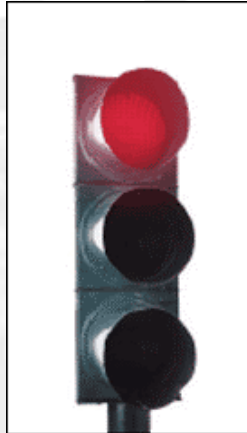
## UCD Process



make IT easy™



## What UCD Isn't



### **UCD isn't**

Simply conducting usability studies

Simply talking to users

Designers taking the user's perspective

A method just for designing user interfaces

A set of methods just for gathering user feedback

Another name for usability

make **IT** easy™

# User-Centered **Design**



## What UCD Is



### **UCD is**

#### **Conducting studies to**

- Understand Users
- Drive and evaluate design
- Assess competitiveness

#### **Multidisciplinary Design**

- of the total user experience
- based on input from representative users

#### **End-to-end iterative design of solutions**

make **IT** easy™



# User-Centered **Design**



## The UCD Team



**Total User Experience  
Leader**



**Marketing Specialist**



**Visual Designer**



**HCI Designer**



**User Research  
Specialist**



**Technology Architect**



**Service & Support  
Specialist**



**User Assistance Architect**

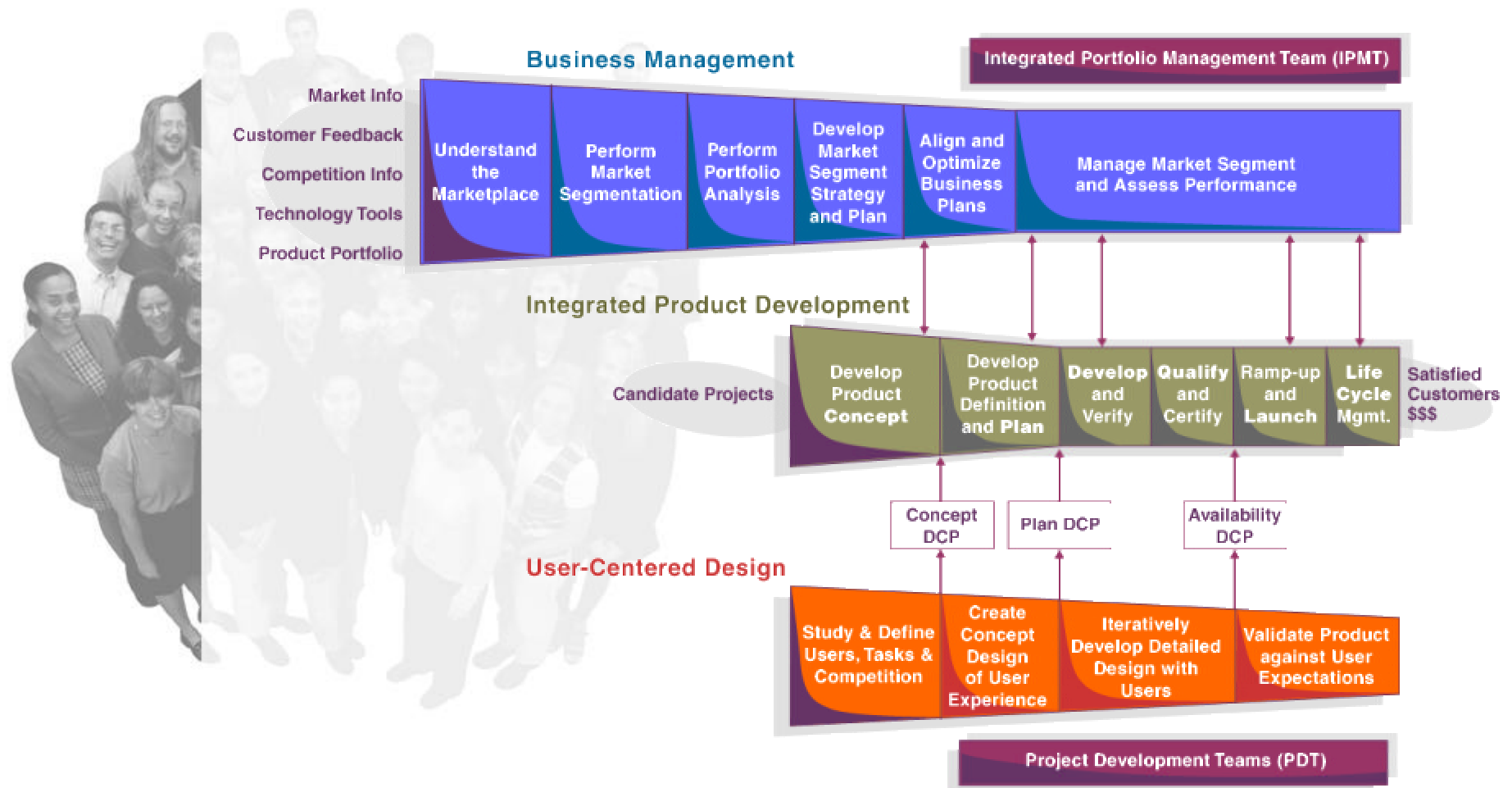
make **IT** easy™



# User-Centered Design



## Integration

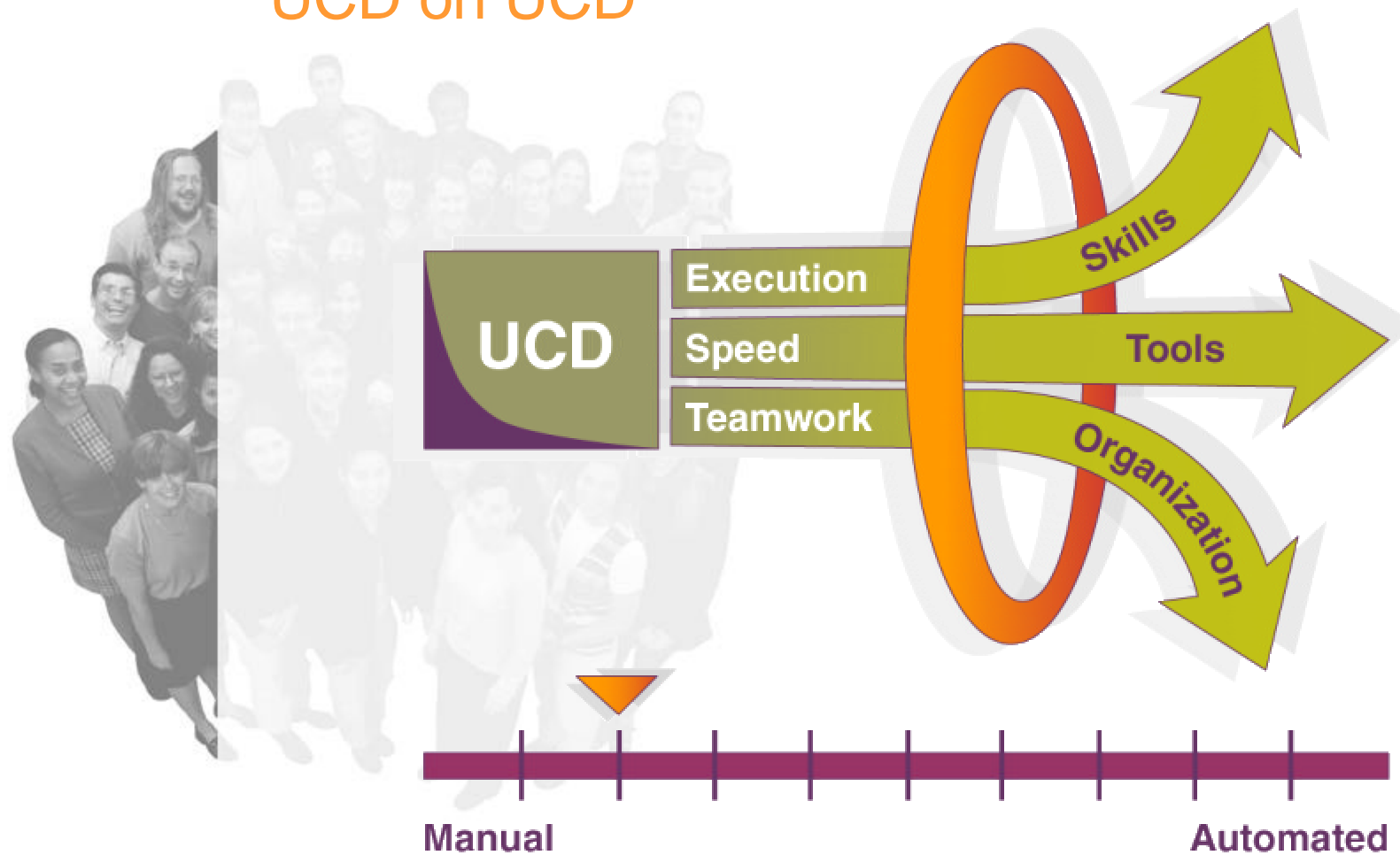


make IT easy™

# User-Centered **Design**



## UCD on UCD



make **IT** easy™

# User-Centered **Design**



## What is UCD

To get IBM teams enabled and optimize for UCD, we run...

### **Executive Workshops**

Half-day case-based session  
Senior and middle management

### **Introduction to UCD Classes**

One-day awareness and overview  
Entire product team

### **UCD Practitioner Workshops**

Two-day hands-on experience building  
Project UCD Team

### **Monthly Technical Vitality Webcasts**

### **Yearly Conferences**



make **IT** easy™

# User-Centered Design



## Tools



The screenshot shows the UCD Workbench website. The header includes the 'w3' logo and navigation links: BluePages, Search, Help Now, Feedback, and a search bar. The main content area is titled 'UCD Workbench' and 'Practitioner Information and Tools for UCD Teams and Management'. It features a 'Popular Fastpaths' section with links to 'Join the Team', 'Monthly Webcast', 'Discussion Forum', 'Quick Tour', 'Service Request', and 'Practitioner Directory'. Below this is a list of tasks with icons: 'Get Started', 'Get UCD Guidance', 'Recruit Users', 'Conduct Web Surveys', 'Conduct Remote Studies', 'Download Tools', 'Communicate with UCD Colleagues', 'Update Metrics', and 'Contact Us'. The right sidebar contains 'What's New' news items, including updates on Version 4.0 and the December UCD Webcast, and a section for the January UCD Webcast. At the bottom, there is a 'Provide us with feedback' section and a copyright notice for IBM.

**UCD Workbench**  
Practitioner Information and Tools  
for UCD Teams and Management

**Popular Fastpaths**  
[Join the Team](#) [Quick Tour](#)  
[Monthly Webcast](#) [Service Request](#)  
[Discussion Forum](#) [Practitioner Directory](#)

- Get Started**  
Learn about UCD and how to put it into action
- Get UCD Guidance**  
Get online guidance with carrying out UCD
- Recruit Users**  
Find and select users to participate in your UCD studies
- Conduct Web Surveys**  
Create and publish standardized and custom web surveys
- Conduct Remote Studies**  
Set up and run remote user studies over the internet
- Download Tools**  
Use tools to optimize UCD for your desktop and UCD lab
- Communicate with UCD Colleagues**  
Locate UCD specialists and communicate with them online
- Update Metrics**  
Create and view UCD Metrics information
- Contact Us**  
Tell us what you think about the UCD workbench

©Copyright 1999, 2001 International Business Machines.  
All rights reserved.

**What's New**  
Experience the new  
UCD Workbench

Version 4.0 of the Workbench  
is now available. Read about  
what's new in this release  
and take a tour  
[+ CHECK IT OUT](#)

**View the UCD Webcast**  
The December UCD Webcast  
included a corporate update  
on UCD from Karl Vredenburg.  
It also featured a demo of  
the new version of the  
UCD Workbench. View a  
streaming audio/video replay  
of this Webcast.  
[+ REPLAY](#)

**Participate in the January  
UCD Webcast**  
The January UCD Webcast will  
include an update on the 2002  
UCD corporate strategy by  
Karl Vredenburg. It will also  
feature work done by the  
DB2 team on a Quantum Leap  
in User Experience.  
[+ JOIN](#)

**Learn from the 2002 UCD  
Education Webcasts**  
The schedule for a new set  
of UCD Education online  
Webcasts is available.  
Register now to reserve  
a seat at the Webcasts.  
[+ REGISTER](#)

**Provide us with feedback**  
The UCD Workbench team  
works hard to give you  
this Workbench. Your  
input can make it even  
better.  
[+ GIVE FEEDBACK](#)

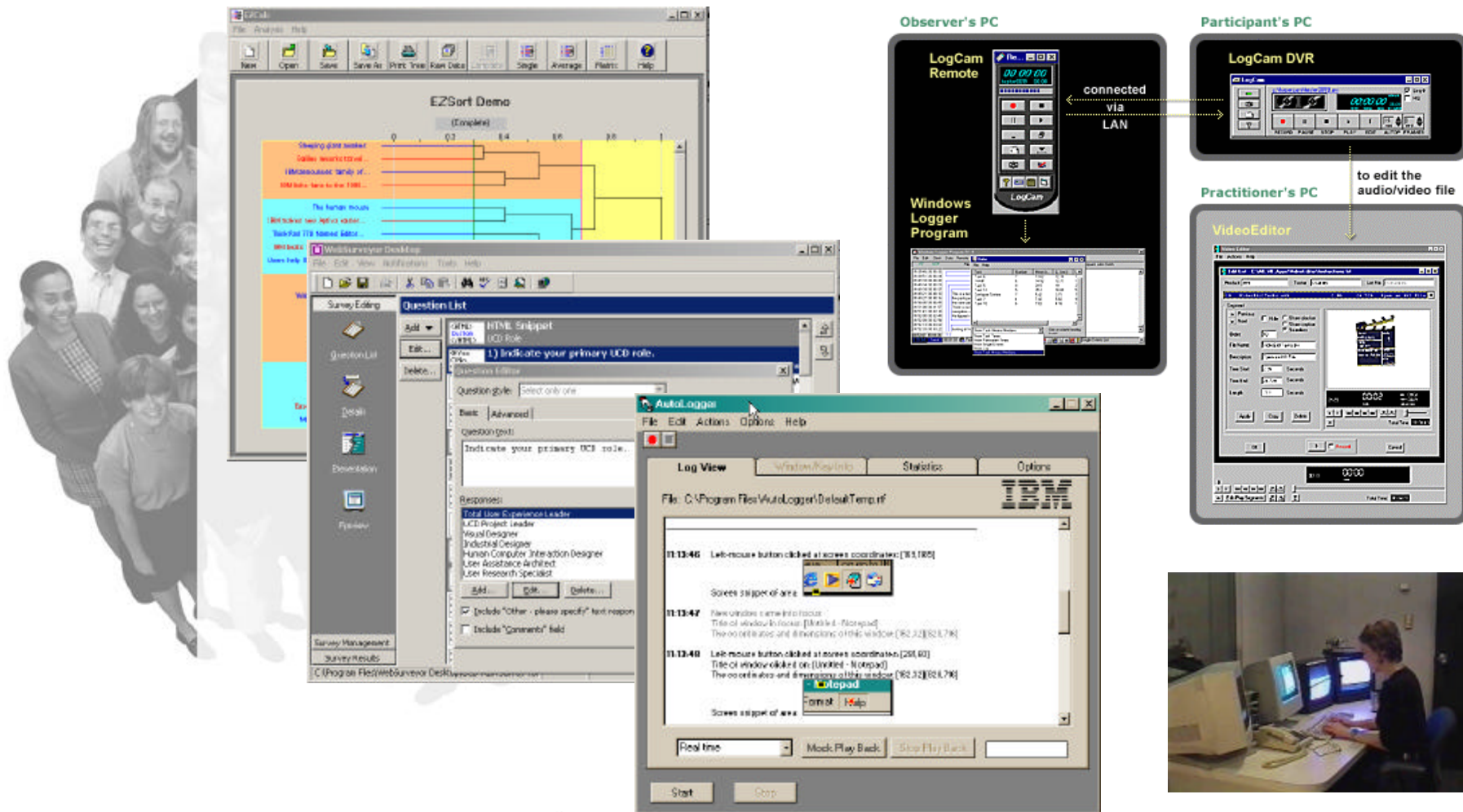
make IT easy™



# User-Centered Design



## Tools



make IT easy™

# User-Centered **Design**



## Organization



**IBM Ease of Use**

**Ease of Use  
Champions  
Susan Mills**

**Design Consultancy  
Charles Loving**

**UCD Advisory  
Council  
Karel Vredenburg**

**User-Centered Design**

**Integrated Product Development**

make **IT** easy™



# User-Centered Design



www.ibm.com/easy



Home | Products & services | Support & downloads | My account

Select a country

## Ease of Use

**Make IT Easy 2002 Conference**  
San Jose, California, USA / June 3 - 6, 2002

**Call for Papers and Exhibits**

**Quick Poll**

What is your preferred method of navigating Web sites?

- ☐ Left-hand navigator
- ☐ Content area links
- ☐ Breadcrumb trail
- ☐ Search results

[VOTE](#) [VIEW RESULTS](#)

**Search Ease of Use**

All Ease of Use [Go](#)

**Related links:**

- e-business
- developerWorks
- AlphaWorks
- Accessibility Center

### IBM's Ease of Use Web Site

Discover new innovations, user-centered design, guidelines, stories, technologies and other resources to help improve the total-user-experience for your products and services. Learn more by reading the [Overview of the Ease of Use Mission](#) or browse the sections below.

**Design**

Explore the methods, principles and guidelines for creating a positive user experience.

**Services**

See how IBM's experienced professionals can assist you in reaching your product usability goals and increase customer satisfaction.

**Downloads**

Try out various applications and UCD tools that will help improve usability.

**Stories**

Get the latest news about IBM's and featured companies' progress in bringing ease-of-use to you. Subscribe to our monthly [newsletter](#).

**Conference**

Be part of the ease-of-use community. Our annual Make IT Easy conference showcases papers, exhibits, workshops, tutorials and industry professionals from around the world sharing their ease-of-use experiences.

### Highlights

- [November Newsletter](#)
- [Ease of Use Books](#)
- [User Interface Architecture](#)
- [Make IT Easy Conference Quiz](#)
- [OVID: Object View and Interaction Design](#)
- [Promotional Materials](#)
- [Global Services Consulting](#)
- [User-Centered Design](#)
- [Web Guidelines](#)
- [UCD Training](#)

About IBM | Privacy | Legal | Contact

make IT easy™



# User-Centered **Design**



Thank you.

make **IT** easy™

© Copyright 1999, 2001, 2002 International Business Machines.  
All rights reserved.

**IBM**®